Sponsorship Packet

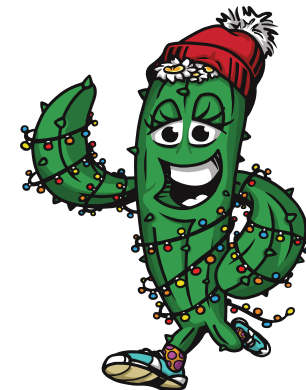**December 9, 2023**

www.millionlights5k.com

Event Overview

DATE/TIME:

December 9, 2023 @ 7:00pm

WHERE:

Desert Foothills Park

1010 E Marketplace Way

Phoenix, AZ 85048

DESCRIPTION OF EVENT:

Run among a million twinkle lights for this one of a kind 5k fun run down Chandler Blvd in Ahwatukee. Get energized along the way with a jingle station at the start, chocolate station, and peppermint station. Meeting you at the finish line is hot chocolate, holiday cookies and a finisher mug for all participants!

RUN:

The run is an out and back course along Chandler Blvd. The runners will be running in the shadows of all the beautiful lights. Both walkers and runners are welcome to participate. During the run, the participants will encounter two festive stations. One will be a chocolate station, and a peppermint station. Water is also available at each station. There will be a jingle bell bracelet station at the start line.

EVENT HIGHLIGHTS:

- Chip Timing
- Finisher mug
- 2 themed stations on run (chocolate & peppermint)
- Jingle bracelet at the start line
- Cookies and hot chocolate at the finish line
- Event bib number
- Optional add on swag

EVENT BENEFICIARY:

Foothills Community Association

2023 will be the second year that the Foothills Community Association HOA will be managing all aspects of the holiday lights display along Chandler Boulevard. The Foothills HOA is contributing $50,000, and Club West is contributing $25,000 as they have in the past. An additional $50,000 is needed to maintain the same light display as in recent years. Please consider donating to keep the lights as spectacular as ever!

Event Info

WEBSITE:

www.millionlights5k.com

FACEBOOK:

www.facebook.com/millionlights5k

INSTAGRAM:

www.instagram.com/millionlights5k

PARTICIPATION:

2022 - 1st year event - sold out at 500 participants
2023 - Estimated 750 participants

2022 DEMOGRAPHICS:

321 – Female
178 – Male

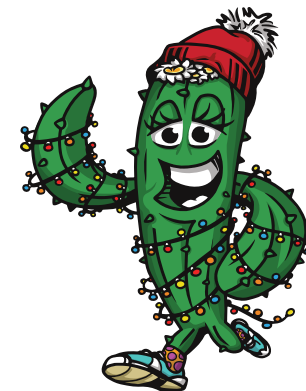|	
12 & Under	51
13 - 17	37
18 - 24	16
25 - 34	55
35 - 44	109
45 - 54	105
55 - 64	93
65 & Older	36

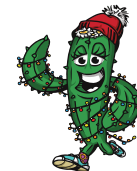Runners from 10 states including CA, ID, SD, TX, WA, IN, NE, NV & AZ
AZ Runner count = 473

WHAT WILL REGISTERED ATHLETES RECEIVE?

- Chip Timing by Mangled Momentum with live results posted online
- Event Bib Number
- Event Coffee Mug
- Jingle Bracelet
- Cookies & Hot Chocolate at the finish
- 2 themed stations on the run course
- Additional Swag (available for purchase)

2023 Million Lights Run Sponsorship Opportunities

Jingle Bells
$500

Grab your team of 5-10 and get valuable face to face interaction with every runner who visits to create a jingle bracelet prior to the start of the run. Sponsor is encouraged to decorate their booth area, interact with the runners and spectators and have business information available. Sponsor dollars are used to purchase jingle bracelet items.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications
- Goody bag insert

Chocolate
$500

Grab your team of 10-15 to pass out chocolate to the runners while they run. The first stop is the chocolate station. Sponsor is encouraged to decorate their area to be festive and interact with the runners. The more fun you have, the more fun they have. Sponsor dollars are used to purchase the chocolate and supplies needed at the station.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications
- Goody bag insert

Peppermint
$500

Grab your team of 10-15 and to pass out peppermints to the runners while they run. The second stop of the run is the peppermint station. Sponsor is encouraged to decorate their area to be festive and interact with the runners. The more fun you have, the more fun they have. Sponsor dollars are used to purchase the peppermints and supplies needed at the station.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications
- Goody bag insert

Hot Chocolate
$500

Grab your team of 10-15 to feed those thirsty runners and walkers with hot chocolate and water following the run. Sponsor is encouraged to decorate their booth area, interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the hot chocolate, water and supplies needed at the station.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications
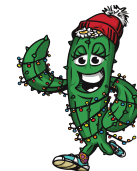- Goody bag insert

Run Course Photos
$2000

Give the participants a gift they won't forget. With your support a photographer will be hired to take unique and fun photos of all the runners while they are on the run course. The sponsor logo will be placed on each photo that will be made available for the participants to download for free and share wide and far.

BENEFITS
- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on every photo
- PA Announcements
- Athlete communications
- Goody bag insert

2023 Million Lights Run Sponsorship Opportunities

Festival Trees
$1000

Everyone wants a selfie and we want to deliver them multiple options for unique photos to help the runners commemorate the event and the holiday season. Sponsor is encouraged to decorate their booth area, interact with the runners and spectators and have business information available. Sponsor dollars are used to purchase the trees wrapped with twinkle lights.

BENEFITS
- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo sign near trees
- PA Announcements
- Athlete communications
- Goody bag insert

Photo Backdrop
$1500

A custom backdrop design will be commissioned by a fabulous artist. Participants can interact with the backdrop and take photos to commemorate the event and the holiday season. Sponsor is encouraged to interact with the runners and spectators and have business information available. Sponsor dollars are used to create and print backdrop.

BENEFITS
- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on backdrop
- PA Announcements
- Athlete communications
- Goody bag insert

Bathrooms
$1200

The most valuable items at a race are the bathrooms! A participant won't forget if there aren't enough or if they are a mess. Sponsor dollars are used for the rental of the portable bathrooms and hand washing stations for all participants and spectators.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on each bathroom
- Logo on washing station
- PA Announcements
- Athlete communications
- Goody bag insert

Finisher Gift
$2500

Grab your team of 5-10 to hand out the finisher mugs to all athletes following the run. Sponsor is encouraged to interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the finisher mugs.

BENEFITS
- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- Logo on finisher mug
- PA Announcements
- Athlete communications
- Goody bag insert

Cookies
$500

Grab your team of 5-10 to feed those hungry runners and walkers with delicious cookies following the run. Sponsor is encouraged to interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the cookies and needed supplies.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on every photo
- PA Announcements
- Athlete communications
- Goody bag insert

2023 Million Lights Run Sponsorship Opportunities

Signage
$750

Additional signage can elevate any event and is also necessary for smooth event operations. Sponsor dollars are used to purchase additional signage needed for the event.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications
- Goody bag insert

T-shirts
$10,000

Large events bring a large number of t-shirts. Currently the participants will pay an additional fee in order to receive a t-shirt with their registration. Sponsor dollars are used to purchase a shirt for each individual for the event.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Largest logo on every t-shirt
- PA Announcements
- Athlete communications
- Goody bag insert

Inflatable
$750

Everyone wants a selfie and we want to deliver them multiple options for unique photos to help the runners commemorate the event and the holiday season. Sponsor is encouraged to interact with the runners and spectators and have business information available. Sponsor dollars are used to purchase a new large inflatable perfect for photos.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo sign near inflatable
- PA Announcements
- Athlete communications
- Goody bag insert

Timing
$2500

It's great to have goals and getting a finish time gives each runner and walker a benchmark of their personal progress. The race doesn't give out awards because everyone has achieved something by finishing but the event is elevated when chip timing is offered to participants.

BENEFITS
- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on back of numbers next to timing chip
- PA Announcements
- Athlete communications
- Goody bag insert

Goody Bags
$1000

Runners like to receive something additional that is useful at a race and a reusable goody bag is something that is perfect for that. Sponsor dollars are used to purchase the reusable goody bags for the event.

BENEFITS
- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on goody bags
- PA Announcements
- Athlete communications
- Goody bag insert

Contact Info

Breanna Bissell
Race Director / Founder
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www.millionlights5k.com

Have another suggestion for a sponsorship category, please do not hesitate to contact us. We are always open to additional ideas.